

VirtualArch

*Visualize to Valorize – For a better utilization of hidden
archaeological heritage in Central Europe*

Zadar, 16th - 17th May 2018

Transnational Stakeholder Seminar “Archaeological Heritage and Tourism”

Contact: **Peter Schulenkorf:** 0049 351 40 76 76 73 or 0049 162 269 6542
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>> Please register online [here](#) by 30 April <<

Wednesday, 16 / 05 / 2018

08.00 – 08.30	Guided tour around the Rector’s palace (optional; free of charge) Venue: Rector’s palace , Poljana Šime Budinića 3, 23000 Zadar
08.30 – 09.00	Registration and coffee
09.00 – 09.30	Welcome <i>Representative of the City of Zadar (in Croatian and English) -tbc</i> <i>Dr. Christiane Hemker, Archaeological Heritage Office Saxony, Dresden (DE), LP of the project VirtualArch</i>
09.30 – 11.00	Transnational Stakeholder Seminar: “Archaeological Heritage and Tourism” (Part 1) Keynote 1 Tourism: Chance and challenge for the protection of archaeological heritage – View from the side of heritage protection <i>Mr Josip Višnjić</i> <i>Croatian Conservation Institute, Department for Archaeology (HR)</i> Keynote 2 Marketing your Destination: Basic requirements for successful touristic marketing of archaeological heritage – View from the side of tourism <i>Mr Marko Meštrov</i> <i>Agency Han – Vrana (HR)</i> Keynote 3 Target group oriented 3D visualization of archaeological heritage as innovative tool for attracting site visitors and tourists <i>Ms Petra Dzurillová Kříčková</i> <i>VISUIN, Nové Strašecí (CZ)</i>
11.00 – 11.15	Coffee break

11.15 – 12.15	<p>Transnational Stakeholder Seminar: “Archaeological Heritage and Tourism” (Part 2)</p> <p>Keynote 4 UNESCO world heritage and Sustainable tourism: International recognition as tool for regional development and protection of archaeological heritage <i>Mr Dean Veranič, Director</i> <i>Landscape park Ljubljana marshes</i></p> <p>Keynote 5 Tourism, leisure activities and the issue of the protection and preservation of underwater archaeological heritage <i>Ms Irena Radić Rossi</i> <i>University of Zadar, Department of Archaeology (HR)</i></p>
12.15 – 13.30	Lunch break
13.30 – 15.30	<u>WORLD CAFÉ</u>
15.30 – 16.00	Coffee break
16.00 – 16.30	Presentation of results of discussions by table hosts
16.30 – 17.00	<p>Wrap up and conclusion <i>Dr. Christiane Hemker, Archaeological Heritage Office Saxony, Dresden (DE), LP of the project VirtualArch</i></p>

Thursday, 17 / 05 / 2018

Time	Activity
9.00 – 12.00	<p>Study visit to Sukošan Visiting a pilot heritage site 6, submerged Roman harbour in Sukošan indicatively from the 1st - 5th century, by bus</p> <p>Report about Underwater Archaeology in Croatia <i>International Centre for Underwater Archaeology, Zadar</i></p> <p>Meeting point: Narodni trg 1, 23 000 Zadar</p>
12.00 – 13.00	<p>Study visit to Maškovića Han Visiting the Mašković Residence constructed in the 17th century (1644)</p>
14.00 – 16.00	<p>Study visit to Nin Visiting the archaeological sites of the city of Nin, including the Church of the Holy Cross – the smallest cathedral in the world built in the 9th century</p>
16.00 –	Return to Zadar